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British housewives eagerly buy American foods in a typical U.S. supermarket at the U.S. Food Exhibit at Britain's Food Fair N-47020

Trade Fairs Sell American Foods

American foods are meeting excellent consumer acceptance this fall in competition with those from all over the world in international food fairs in England, Germany and Belgium.

For the first time European housewives can purchase a wide range of U.S. foods at these fairs. A well equipped supermarket now comprises part of the U.S. Exhibit. Products range from soup to nuts, and include frozen dinners. Convenience foods and snack foods are being featured, but all of the staple items such as canned fruits and vegetables are there too.

Consumers really made the cash registers ring at Manchester and London. At Manchester they spent \$25,000 in eleven days. In London, sales averaged

\$2,400 a day during the 14-day exhibition. Results of this test-selling serve as a guide to U.S. food exporters and their agents abroad.

Another new idea in the U.S. Exhibit this year is all-day sampling of U.S. foods in the trade lounge, a room for importers and exporters to meet. Sampling goes on in the lounge from 10.00 a.m. each day until closing time.

The U.S. Exhibit is sponsored by the Foreign Agricultural Service of the U.S. Department of Agriculture and more than 100 food processors. Exhibits at trade fairs are one part of a broad program to increase exports of American agriculture products.

**U. S. DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
International Trade Fairs Division**

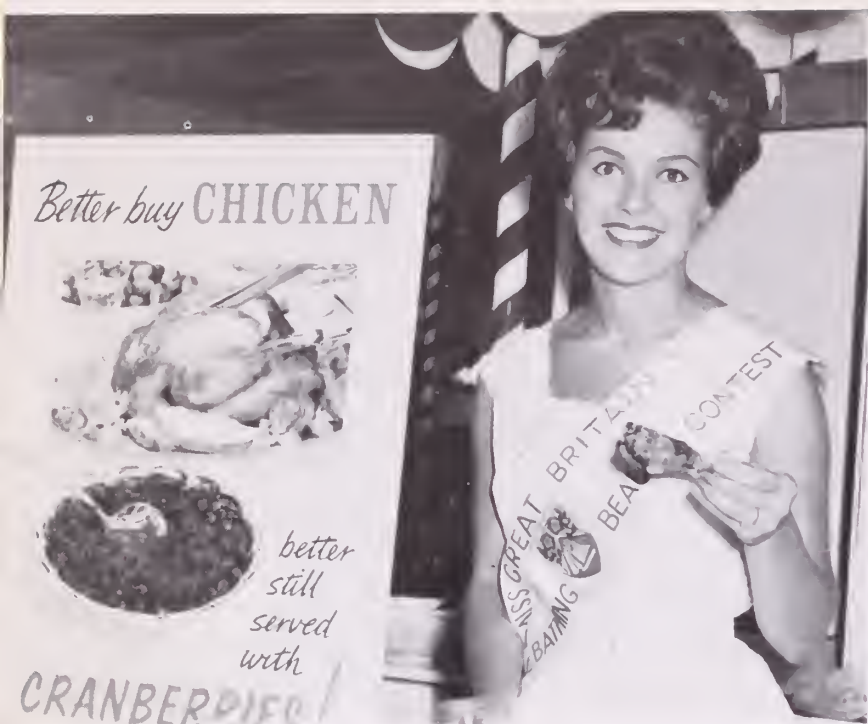
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JUN 5 - 1963

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**Picture Story No. 147
Sept. 1962**

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Cranberry sauce from America was featured with chicken at Britain's Food Fair in London from August 28 to September 12. Visitors at the international food exhibition saw the chicken-cranberry promotion at its best when Mrs. Joy Black, Miss Great Britain, added a touch of glamour with a visit to the exhibition booth. Here Mrs. Black is ready to sample this favourite food combination. N-47021

Crowds of British consumers hear Herman Leis of Milwaukee, Wisconsin, tell about canned and frozen poultry items from the U.S. at Britain's Food Fair in London, England. Mr. Leis, official representative of the Institute of American Poultry Industries, conducted daily demonstrations of poultry dishes at the food fair which was attended by a quarter-million British consumers. N-47022

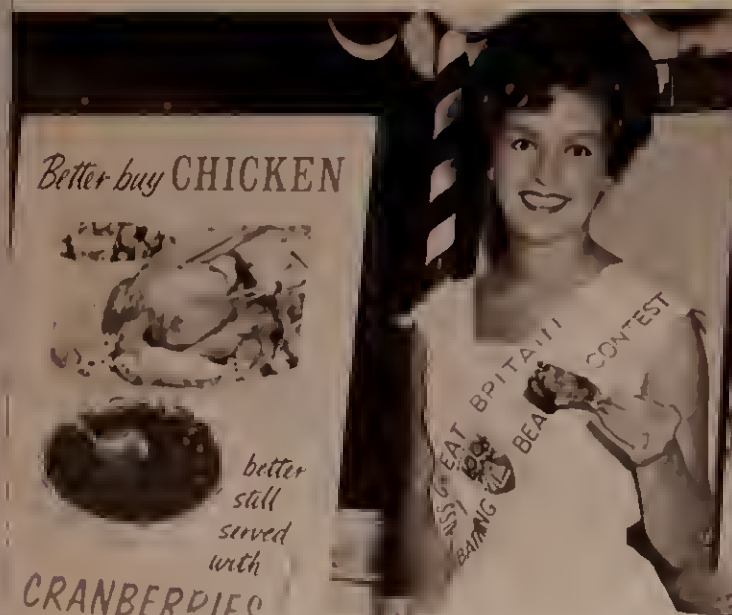


More than a quarter-million British consumers

Instant chocolate drink was so popular among British consumers who visited the U.S. Food Exhibit at Britain's Food Fair in London that supplies were running short before the end of the 14-day international food exhibition. Here, Owen Hallberg of Eau Claire, Wisconsin, representing Dairy Society International, makes another sale to a British housewife. N-47025



Robert Anderson, Agricultural Attache, American Embassy, London, (left) had the honour of escorting Mr. David K. E. Bruce, American Ambassador, London, through the United States Food Exhibit at Britain's Food Fair. Here, they pause to examine frozen food items in the Grocerteria of the U.S. exhibit where British housewives bought more than \$2,400 worth of American foods each day. N-47026



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Members of the trade who visited the U.S. Food Exhibit at Britain's Food Fair in London were received in a special trade lounge where samples of U.S. processed foods were served throughout the day. Here, plates are filled with delicious casseroles during a special day for members of the trade before the food exhibition opened to the public. More than 600 members of the British food trade visited the lounge. N-47023

At the U.S. Food Exhibit in London, fruits and fruit products from the United States were featured in two special demonstration stands where dishes were prepared and offered to food exhibit visitors. Here, one of the thousands of British housewives who visited the U.S. exhibit is offered a sample of soy-raisin bread which was sold at the soybean-raisin stand. N-47024



More than a quarter-million British consumers visited the U.S. Food Exhibit in London

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British housewives were amazed at the many ways rice was featured in food dishes at the rice stand of the U.S. Food Exhibit at Britain's Food Fair. Here, one of the many rice dishes is shown by Miss Ann Smith, United Kingdom director of the U.S. Rice Export Development Association. Throughout the 14-day international food exhibition in London, visitors were able to sample many rice dishes. N-47027



Frederick Erroll, (right) President of the London Board of Trade, opened the U.S. Food Exhibit at Britain's Food Fair. After the ceremony, Walter Straub, representing the U.S. processed food industry, discussed citrus imports with Mr. Erroll over a glass of orange juice. Citrus is one of the few agricultural products from the United States that still requires a license for import. N-47028



Honey sales brisk at U.S. Food Exhibit. N-47030



Crowds gather to buy soy-raisin bread. N-47031



Sampling dishes baked with U.S. lard. N-47032



It was a happy day for two dozen London children when they were invited to the Trade Lounge of the U.S. Food Exhibit at Britain's Food Fair for a special party on children's day. After seeing films about U.S. agriculture they were escorted to the U.S. exhibit for turkey sandwiches, hot dogs, miniature cakes with U.S. and British flags, balloons, and all the trimmings for a party. N-47029



A typical U.S. supermarket at the American pavillion of Britain's Food Fair in London captured the fancy of British consumers who are already the second biggest overseas customers for farm products from the United States. Item-by-item supermarket sales volume records will help importers and agents judge consumer reaction for individual food lines. N-47033